

# Barbara Broadnax

Senior Product Designer · AI-Augmented Design · Accessibility Specialist

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## SUMMARY

Senior Product Designer with 8+ years of experience designing complex, regulated digital products across aviation, SaaS, and e-commerce. Combines deep human-centered design expertise with hands-on AI tool fluency — using generative AI, prompt engineering, and vibe coding to accelerate prototyping, build functional web applications, and ship accessible digital experiences. Proven ability to lead cross-functional design strategy, define product requirements, and translate ambiguity into clear, scalable solutions. Seeking remote roles at the intersection of product design, product management, and design technology.

## CORE COMPETENCIES

**AI & Emerging Tools:** Prompt Engineering · Vibe Coding · Claude · ChatGPT · Midjourney · Microsoft Cowork · AI-Assisted Prototyping

**Design:** Figma · Design Systems · High-Fidelity UI · Responsive & Mobile-First · Interaction Design · End-to-End UX

**Research:** Usability Testing (Moderated & Unmoderated) · Qualitative & Quantitative Analysis · Discovery · A/B Testing

**Product & Strategy:** Product Thinking · Requirements Definition · Roadmap Input · Stakeholder Alignment · OKRs · Data-Informed Decisions

**Technical:** HTML · CSS · React (Vibe Coding) · WCAG 2.2 / 3.0+ · Omnichannel Design · Design-to-Dev Handoff

**Collaboration:** Agile · Cross-Functional Leadership · Workshop Facilitation · Design Reviews · Inclusive Team Practices

## PROFESSIONAL EXPERIENCE

### Senior Product Designer

April 2022 – Present

Alaska Airlines / Hawaiian Airlines — Remote

- Lead design for large-scale modernization of the Manage Reservation experience, serving millions of passengers across web and native mobile platforms in a complex, regulated environment.
- Partner with product managers to define problem statements, shape requirements, and prioritize features — balancing user needs, business objectives, and operational constraints.
- Integrate AI tools (Claude, ChatGPT, Midjourney) into daily design workflows to accelerate ideation, generate content, draft documentation, and rapidly prototype interaction concepts.
- Contribute to the evolution of an enterprise omnichannel design system, ensuring accessibility (WCAG compliance), visual consistency, and scalability across all digital touchpoints.
- Design high-fidelity interfaces and interactive prototypes in Figma; facilitate usability testing and synthesize qualitative and quantitative insights to drive iterative improvements.
- Collaborate closely with engineering teams to ensure design fidelity in production, participating in code reviews and providing implementation guidance via HTML/CSS fluency.
- Facilitate cross-functional workshops and present during design and product reviews, articulating rationale, tradeoffs, and measurable user impact to executive stakeholders.
- Champion accessibility initiatives and inclusive design practices, ensuring experiences meet or exceed WCAG standards across the Alaska/Hawaiian Airlines digital ecosystem.

### UX Designer

Jan 2020 – May 2022

IPRO — Tempe, AZ

- Supported consolidation of four siloed applications into a unified SaaS platform, improving workflow clarity and reducing user task completion time.
- Partnered with AI and data science teams to improve usability of complex NLP-powered workflows, translating machine learning capabilities into intuitive user interfaces.
- Conducted 10–25 discovery and usability sessions per month, rapidly iterating designs based on user feedback within Agile sprint cycles.
- Contributed to scaling the organization's design system, establishing reusable component patterns that improved cross-team consistency and development velocity.

- Designed responsive, high-fidelity interfaces aligned to both business objectives and technical feasibility constraints.

May 2017 – Jan 2020

## **UX Designer**

InkSoft — Tempe, AZ

- Led transition of a desktop-only e-commerce platform to mobile-responsive and mobile-first experiences, increasing mobile engagement.
- Advocated for integrating user research into sprint planning, establishing research-informed design as a team practice.
- Worked within and contributed to a Material UI design system, maintaining visual and interaction consistency across features.
- Created low- to high-fidelity designs using Sketch, InVision, and Adobe Creative Suite; partnered with developers using HTML/CSS to clarify implementation.

## **AI-POWERED PROJECTS & INDEPENDENT WORK**

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### **MTRCD — Modern Toolkit for Reaching Compliant Design [mtrcd.com](http://mtrcd.com)**

- Founded and built a comprehensive WCAG 2.2 quick-reference tool covering all 56 Level A and AA criteria with plain-English explanations and code snippets — vite coded with Claude and deployed as a monetizable web product.
- Developed ChollaCalendar, an enterprise-grade accessible booking calendar component (WCAG 3.0+ compliant) with 22+ customizable color properties, responsive down to 360px, built through AI-assisted development.

## **EDUCATION & CERTIFICATIONS**

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**Interaction Design Certificate** — Nielsen Norman Group

**BFA, Graphic Design** — West Chester University of Pennsylvania